



PRIVACY POLICY NEWSLETTER AND WEBSITE

The protection and security of your personal data is very important to RAYLASE. We take the legal requirements of data protection and data security very seriously.

The following information applies to <https://www.raylase.de> (our "Website") and provides information to you about the basis on which any personal data we collect from you, or that you provide to us, will be processed by us if you visit our Website. In addition, we inform you of any rights that you have with respect to your personal data.

In no case will your personal data be transmitted to third parties, unless otherwise specified below.

1. WHO IS RESPONSIBLE FOR YOUR PERSONAL DATA?

RAYLASE GmbH, Argelsrieder Feld 2+4, 82234 Wessling is responsible for the processing of your personal data on the Website.

2. WHAT IS PERSONAL DATA?

"Personal data" means any information relating to an identified or identifiable natural person.

3. HOW DO WE COLLECT PERSONAL DATA?

We collect your personal data if you provide it to us when you use our Website. Other data is automatically recorded by our IT systems when you use our Website. Further details can be found below.

4. WHAT PERSONAL DATA IS PROCESSED AND FOR WHAT PURPOSE?

4.1 Logfiles (Internetprotokolle)

When you use our Website, our IT systems automatically collect and store so-called log file information that your internet browser transmits to us. Such log file information includes

- internet browser type / version
- operating system
- http referrer (the website you visited previously)
- host name of the accessing computer (your IP address)
- Date and time of server request
- requested website.

This information is required for technical reasons to enable you to use our Website and to ensure technical stability.



IP addresses are stored in our log files, so that in the event of an attack on our IT systems we can pursue our rights and restore the security of the IT systems (our legitimate interest, legal basis is Art. 6(1) point f) of the General Data Protection Regulation, "GDPR").

Except for the IP address, we can not identify any natural person with this log file data. Identification via the IP address will occur only in case of an attack. In addition, log file data will not be merged with data from other sources. Log files will be deleted within 7 days.

4.2 **User Account**

If you register as a user on our Website, we will collect the following compulsory information from you (legal basis is Art. 6(1) point b) GDPR):

- Salutation
- First and last name
- E-mail address
- Self-selected password
- Further details, e.g. your phone number or interests are voluntary.

We store and use your personal data to set up and manage your user account. In particular, you can receive certain downloads and manage your licenses through your user account.

Your registration data will be deleted if you tell us that the user account should be discontinued, unless we have the right for further storage of the data for another legal reason.

4.3 **Processing of orders in the online shop**

If you order something in our online shop (e.g. an extended license), we will use your contact details and transaction data to process your order as well to fulfil the contract (legal basis is Art. 6(1) point b) GDPR). Transaction data are information on the products you have ordered (product information, prices) as well as payment data, billing and delivery address and shipping information.

Your personal data may also be passed on to third parties as part of order processing (e.g. for payment, shipping) – namely, credit institutions, credit card companies and other payment service providers, parcel services and collection agencies – whose use is required for fulfilling the contract because we can not provide these services ourselves.

Your personal data will be deleted after the contract has been processed by us, unless we have the right for further storage of your personal data for another reason or we are obliged to do so due to statutory retention requirements.

4.4 **Newsletter**

You can order a newsletter from us by entering your e-mail address in the respective field on our Website and sending it to us. We will then contact you via that e-mail



address and ask for your confirmation that you are owner of the e-mail address provided and that you consent to receipt of the newsletter (double-opt-in; legal basis is Art. 6(1) point a) GDPR).

You can always object to further use of your e-mail address for the newsletter. In this case, we will delete your e-mail address. Furthermore, we will delete your e-mail address if there are indications that it is no longer correct. We do not undertake deletions insofar as we are entitled to further storage of the e-mail address for another reason or if we are obliged to do so due to statutory retention requirements.

4.5 **Cookies**

We use so-called cookies on our Website. Cookies are small text files that are placed on your computer and stored by your internet browser. For later retrieval of the same web pages, your browser tells the server which text the previously stored cookie contains. In addition to specifying its respective storage duration, a cookie typically contains information about your individual system settings or a random string as an identification number, which allows us to recognize your browser during later visits and thus to make a connection to a previous visit.

Most of the cookies we use are so-called session cookies. They are automatically deleted after your visit. Cookies do not harm your computer and do not contain viruses.

The cookies we use are technically required for interactive user functions. For example, cookies enable the content of your virtual shopping cart to be maintained across several websites (legal basis is Art. 6(1) point b) GDPR for (pre) contractual measures and Art. 6(1) point f) GDPR, our legitimate interest is offering the Website).

In addition, we use cookies to collect statistical data about the general usage behaviour of our users. By analysing this data, we gain a better understanding of the needs of our users so that we can further develop our website and improve the overall user experience. However, these cookies contain no personal data and are not linked to such personal data (legal basis is Art. 6(1) point f) GDPR).

You can delete cookies that are stored on your computer. In addition, you can configure your internet browser to prevent storage of cookies. This may limit the usability of our Website.

In the context of our cookie notes, you also have the option to decline certain services by third parties including transmission of data to third parties. However, we would point out that this may possibly limit the usability of our web pages.

4.6 **Google Analytics**

This Website uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses so-called "cookies", text files that are stored on your computer and that allow an analysis of the use of the Website by you. The information generated by the cookie about your use of this Website is usually transmitted to a Google server in the USA and stored there. However, in the event of activation of "IP anonymization" on this website, your IP address will be shortened beforehand by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be sent to a Google server in the US and shortened there. On behalf of the operator of this Website, Google will use this information to evaluate your use of the Website, to compile reports on website activity and to provide other services related to website usage and internet usage to the website operator.



The IP address provided by your browser as part of Google Analytics will not be merged with other Google data.

You can prevent the storage of cookies by making the corresponding setting of your browser software; however, please note that if you do this, you may not be able to use all the features of this Website to the fullest extent possible. You may also prevent the collection by Google of the data generated by the cookie and related to your use of the Website (including your IP address) as well as the processing of this data by Google by using the browser plug-in available under the following link: <https://tools.google.com/dlpage/gaoptout?hl=en-GB&safe=strict>.

This Website uses Google Analytics with the extension "_anonymizep ()". As a result, IP addresses are processed shortened and are no longer personal information. Insofar as the data collected about you is assigned a personal reference, it will be immediately excluded and the personal data will be deleted immediately.

We use Google Analytics to analyze and regularly improve the use of our Website. With the statistics we can improve our service and make it more interesting for you as a user. For the exceptional cases in which Personal Data is transferred to the US, Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. The legal basis for the use of Google Analytics is Art. 6(1) point f) GDPR.

This site also uses Google Analytics for cross-device analysis of visitor traffic conducted through a user ID. You can disable the cross-device analysis of your usage under My Data, Personal Information in your customer account.

Information on the third-party provider: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland:

- Terms of use: <http://www.google.com/analytics/terms/en.html>
- Privacy policy: <http://www.google.com/intl/en/policies/privacy>

4.7 **Google Maps**

Our website uses the external mapping service "Google Maps" from Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google Maps is used to display an interactive map on our website, which shows you how to find and reach us.

This service enables us to present our website attractively by loading map content from an external server. The requisite data is typically requested from a Google server which is located in the USA. Such a request normally involves sending information such as your IP address and the pages on our website that you have visited to a Google server in the USA, where it is stored for several months.

The legal basis for processing your data in connection with the "Google Maps" service is our legitimate interest in presenting an attractive website, Art. 6(1) point f) GDPR.

You can prevent the use of Google Maps during the cookies enabling process simply by blocking their use. In this case, none of your data will be sent to Google.

For more information about how user data is handled, please refer to the Google data protection statement: <https://policies.google.com/privacy?hl=en-GB&gl=de>.



4.8 YouTube

Our website has integrated components of the YouTube website, which is operated by Google. The provider of the pages is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA.

If you visit one of our pages which is equipped with a YouTube plugin, a connection to the YouTube servers will be established. As part of this process, information about which of our pages you have visited will be sent to the YouTube server. If you are logged onto your YouTube account, you enable YouTube to link your surfing behaviour with your personal profile. You can prevent this by logging out of your YouTube account.

YouTube is used in the interest of an attractive presentation of our online offerings. This constitutes a legitimate interest within the meaning of Art. 6(1) point f) GDPR.

You can prevent the use of YouTube during the cookies enabling process simply by blocking their use. In this case, none of your data will be sent to YouTube.

For more information about how user data is handled, please refer to the YouTube data protection statement: <https://policies.google.com/privacy?hl=en-GB&gl=de>.

4.9 Links to social media

Our website provides links to the following websites at the bottom of each page:

- facebook
- LinkedIn
- Twitter
- Xing

When you click on the icon of the respective network, you leave this web presence and establish a direct connection between your browser and the respective servers. For more information about the data which is subsequently collected by the provider concerned, please refer to the corresponding data protection statements.

- facebook: <https://www.facebook.com/about/privacy/>
- LinkedIn: <https://www.linkedin.com/legal/cookie-policy>
- Twitter: <https://twitter.com/en/privacy>
- Xing: <https://privacy.xing.com/en>

5. RECIPIENTS OF YOUR PERSONAL DATA

In addition to the recipients mentioned in section 4 above, we may disclose or transmit your personal information to IT service providers. The IT service providers are carefully selected by us and work for us as processors.

In order to comply with our statutory obligations regarding accounting and the preparation of annual financial statements, we employ third parties (tax consultants, certified public accountants and lawyers) legally bound to confidentiality, since we can



not provide these services ourselves (legitimate interest). In the course of their work, they may receive your personal data in accordance with section 4.3 or gain access to these personal data (legal basis Art. 6(1) point f) GDPR).

6. **THIRD-COUNTRY TRANSFER**

6.1 If you have subscribed to our newsletter, we will provide the following information to our service provider Campaign Monitor Pty Ltd, Level 38, 201 Elizabeth Street, Sydney NSW 2000, Australia, solely for the purpose of sending you our newsletter:

- Salutation
- First and last name
- E-mail address

6.2 If you have agreed to the use of Google Analytics, YouTube and Google Maps in response to our instructions regarding cookies, we transmit the data specified in points 4.6, 4.7 and 4.8 to the following providers:

- YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA
- Google Maps: Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA
- Google Analytics, Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland

6.3 Any additional transfer of your personal data to recipients in countries outside the European Union is not intended.

7. **DATA PROTECTION OFFICER**

The data protection officer can be contacted by mail at compliance@raylase.de or RAYLASE GmbH, Argelsrieder Feld 2 + 4, 82234 Wessling.

8. **YOUR RIGHTS**

You have the following rights with regard to your personal data:

- Right of access
- Right to rectification or erasure and, where appropriate, restriction of processing
- Right to object to further processing
- Right to data portability

You also have the right to lodge a complaint with a supervisory authority.

Dated: January 2019